

FILE

AUGUST 18

1969

fashion calendar

29th year • issued weekly

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK BEGINNING MONDAY, AUGUST 18, 1969

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday August 17- August 22	SEMI-ANNUAL GIFT SHOW Hours: Aug. 17--10:00 to 7:00; Aug. 18 through Aug. 21--9:00 to 6:00; Aug. 22--9:00 to Noon. For trade and press. Contact: Maxine or Bob Carman, MU. 3-3380. Publicity: Mary Osborne, MU. 3-9128.	NAT'L GIFT AND ART ASSOCIATION	PARK SHERATON HOTEL & N.Y. COLISEUM
Monday August 18 3:00 P.M.	PREVIEW OF FALL COLLECTION James Galanos will show his Fall collection to press and buyers. By invitation only. Contact: 213-272-1445 (L.A.); or PL. 9-3000.	JAMES GALANOS (2254 S.SEPULVEDA,L.A.)	HOTEL PLAZA BAROQUE SUITE
Beginning Monday August 18	HOLIDAY AND RESORT LOUNGEWEAR Continuous by appointment. Contact: 279-0710.	DYNASTY	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday August 18	HOLIDAY AND RESORT COLLECTION Continuous showings. Contact: Ed LeVangie, 564-3913.	GAY GIBSON; PLW	1407 BROADWAY SHOWROOM - 39TH FLOOR
Beginning Monday August 18	OPENING OF WINTER COLLECTION Continuous showings of active sportswear. Contact: Roberta Nasta, WI. 7-6700.	MR. THOMSON	1410 BROADWAY SHOWROOM - 22ND FLOOR
August 18	BLOOMINGDALE'S "GAMINERIE" OPENING - 3rd floor - French boutique fashions.		
Tuesday August 19 12:00 Noon	COUTURE KNITS FOR HOLIDAY-SPRING Showing by invitation. Thereafter by appointment. Publicity: Viola Rossi, TE. 8-6020.	FRANCESCA FOR DAMON	1410 BROADWAY SHOWROOM - 12TH FLOOR Contact: MU. 3-2467.
Tuesday August 19 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW: NEW SPECIALTY SHOP New shop will feature sizes 3 to 9 only. By invitation. (Shop will open Wed., Aug. 20.) Public Relations: Collins-Hinaman, 166 E.35, LE. 2-5560.	HOUSE OF NINE	386 FIFTH AVENUE (35TH & 36TH STREET)
August 20	BLOOMINGDALE'S "FOUNDRY" OPENING - Arcade - New jewelry section.		
Wednesday August 20; August 21 8:30 A.M.	BREAKFAST SHOWINGS FOR RETAILERS "At Home Party Look"--fashions from various manufacturers. By invitation. Contact: Joan Carter, 689-5900, Ext. 482.	GLAMOUR MAGAZINE; CELANESE FIBERS	420 LEXINGTON AVENUE 19TH FLOOR
Wednesday August 20 10:30 A.M.	RESORT AND HOLIDAY COLLECTION Designed by Dominic. By reservation. Contact: Maria Finkle, LO.4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 20 12:30 P.M. Luncheon	LOUNGEWEAR AND AT-HOME LUNCHEON SHOW Fall and Holiday collection during luncheon. Barbetta Publicity: Ellen Perl, TE. 2-8212.	KAYSER-PERMA/LIFT (640 FIFTH AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET Reservations: CI. 6-9171.
Wednesday August 20 5:00 P.M.	MEN'S FASHIONS BY OLEG CASSINI Press preview of new men's boutique, with complete collection of accessories and fashions, designed by Oleg Cassini. By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR AUDITORIUM
Thursday August 21 9:30 A.M.	"BOUTIQUE BROWSE"-- PRESS PREVIEW Visit to prototype of projected boutique chain. By invitation. Contact: Trudy Richmond Kaplan, Claire Advertising, 10 West 33rd St., 695-2750.	TREASURE COVE BOUTIQUES	WYCKOFF, NEW JERSEY
Thursday August 21 4:00 P.M.- 6:00 P.M.	OPEN HOUSE: NEW HAIRCUTTING SALON Opening of new Bigi haircutting salon. By invitation. (Customer opening, Mon., August 25.) Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	6TH FLOOR BIGI'S CUTAWAY
Saturday August 23 10:00 A.M.- 4:00 P.M.	SHOWING OF FASHIONS BY LYNN STUART Showing of fashions from 10:00 to 6:00. For press and customers. Publicity: Olga Soffer, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR MA STUART'S SHOP
Saturday August 23- August 29	DALLAS WINTER AND HOLIDAY FASHION MARKET Aug. 24, 7:30 A.M.--Monsanto "Silhouette Symposium"--children's fashions. 12:00 Noon--Apparel Mart--Holiday couture fashions. 6:00 P.M.--Texas Fashion Creators "Jewels for Holiday '69". Aug. 25, 7:30 A.M.--Apparel Mart--Market-wide "Fashion Finders." 12:00 Noon--American Fashion Association--Retailers' Seminar-- "How To Get Customers in Christmas Spirit Via Visuals." By invitation or ticket. Contact: Elizabeth Cleveland, 214-ME. 1-3394.	DALLAS APPAREL MART (2300 STEMMONS FREEWAY)	FASHION THEATRE DALLAS, TEXAS
Sunday August 24 6:30 P.M. Cocktails	HOLIDAY AND RESORT MARKET PRESENTATION "Island Treasure Chest: Jewels for Holiday '69." By invitation. Contact: Lois Watson, Executive Director, 3641 Apparel Mart, Dallas; 214-631-0622.	TEXAS FASHION CREATORS ASSOCIATION	APPAREL MART FASHION THEATRE - 3RD FLOOR
Beginning Monday August 25	OPENING OF HOLIDAY COLLECTION Continuous showings. Contact: Lee Sherman, 736-1076.	AQUANALA	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Beginning Monday August 25	HOLIDAY AND RESORT HANDBAG OPENINGS Showings by 140 members of Association. Publicity: Mary Woolley at Firestone Associates, 924-4728.	NAT'L HANDBAG ASS'N (347 FIFTH AVENUE)	INDIVIDUAL SHOWROOMS
Tuesday August 26- August 27- August 28	SPRING-SUMMER 1970 FABRIC EXHIBIT Three-day fabric display, 10:00 A.M. to 5:00 P.M. (Use 15 West 48th Street entrance for elevators.) Co-chairmen: Mary Jean Rainnie, Consultant; Melba Hobson, Tanner of North Carolina. Prices (including color card); \$4.00, members; \$6.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC.	9 ROCKEFELLER PLAZA ROOM 1722

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 27 12:30 P.M. Luncheon	BACK-TO-SCHOOL LUNCHEON SHOW Showing of back-to-school collection. Publicity: Ellen Perl, TE. 2-8212.	PERI WOLFMAN FOR COUNTRY AIRE	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday August 27 4:00 P.M.	PREVIEW OF HOLIDAY- TRAVEL COLLECTION Cisa knit preview for press and buyers. By invitation. Thereafter continuous. Contact: BR. 9-3904. Publicity: Ruth Hammer Assoc., 350 West 51st St., 246-4818.	CISA (IMPORTS INTERNATIONAL)	1410 BROADWAY SHOWROOM - 25TH FLOOR
Wednesday August 27 4:00 P.M. Cocktails	"FASHION SCOPE" SPRING FABRICS FASHION SHOW Over-the-counter fabrics, featuring Butterick, McCall, Simplicity, and Vogue patterns. By invitation. Contact: Donna Miller, 883-5600. Publicity: Lenore Ringler at Taplinger, PL. 2-7722.	RIEGEL TEXTILE CORP. (260 MADISON AVENUE)	WEAVERS CLUB 111 WEST 40TH STREET
Sept. 1	LABOR DAY (Monday)--Legal Holiday		
Beginning Tuesday Sept. 2	RESORT AND EARLY SPRING COLLECTION By appointment. Opening Monday, Sept. 8, continuous. Contact: 244-6761.	CARLYE DRESS	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Sept. 2	HOLIDAY AND RESORT COLLECTION Continuous showings. Contact: OX. 5-2900. Publ.: Barbara Kling, LT.1-8024.	ADELE MARTIN	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Tuesday Sept. 2	HOLIDAY-RESORT KNIT COLLECTION Separates and dresses. Contact: OX. 5-2900. Publ.: Barbara Kling, LT.1-8024.	VIVO	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 3 10:15 A.M.	PRESS PREVIEW: IMPORT FAIR "Italian Artistica"--storewide salute to Italy, highlighting exclusive designer collections in home furnishings and fashions. By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR AUDITORIUM
Wednesday Sept. 3 3:00 P.M.	PRESS PREVIEW: IMPORT FASHIONS By invitation. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Beginning Wednesday Sept. 3	RESORT AND EARLY SPRING COLLECTION Informal showings in new showroom. Contact: Gloria Marks, 758-6211. Publicity: Eleanor Lambert, MU. 8-2130.	JAEGER	1407 BROADWAY NEW SHOWROOM-41ST FL.
Thursday Sept. 4 8:45 A.M. Breakfast	INTERNATIONAL COUTURE FASHION REPORT Presentation of French and Italian fashions and international report. Show at 9:30 A.M. By invitation. Contact: Skippy Stone, YU. 6-6222.	THE WOOL BUREAU, INC. (360 LEXINGTON AVENUE)	N.Y. HILTON HOTEL GRAND BALLROOM
Thursday Sept. 4 9:30 A.M. Breakfast	PREVIEW OF ISRAELI MEN'S FASHIONS Press showing of men's wear from Israel. By invitation. (For Release, Fri., Sept. 5.) Publicity: Joan Streit, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 4 11:30 A.M.	"FIT-IN TO THE '70s" Press luncheon. (More details later.) Rotman & Druck, Inc., 661-3400.	FAMILY FITNESS COUNCIL & SEARS Contact: Helen Shapiro, Harshe-	ST. REGIS-SHERATON ROOF
Friday Sept. 5 1:00 P.M. And 6:00 P.M.	TWO SHOWINGS OF MEN'S WEAR FASHIONS International collection of fashions for men. Showings, 1:00 P.M. to 2:00 P.M.; and 6:00 to 7:00 P.M. For press and customers. Contact: Barbara Queen, OX. 5-4000, Ext. 278.	OHRBACH'S	"IN SHOP" LOWER LEVEL
Monday Sept. 8 9:00 A.M. Breakfast	PREVIEW OF SWIMWEAR BY DONALD BROOKS Press preview presentation of Donald Brooks swimwear collection for Sinclair Mills. By invitation. Contact: Marvin Krumholz, 777-3895.	SINCLAIR MILLS, INC. (1407 BROADWAY)	THE FOUR SEASONS 99 EAST 52ND STREET
Monday Sept. 8 1:15 P.M.	RESORT AND EARLY SPRING COLLECTION Also, Sept. 15 at 1:15. By reservation. Contact: Miss Fritzi, LO.5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Sept. 8 4:00 P.M.	RESORT AND CRUISE COLLECTION By reservation. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday Sept. 8 5:30 P.M.	BENDEL'S STUDIO FALL COLLECTION A showing of the clothes and a party for the designers who did them: Jon Haggins, Olivia Hefter, Stanley Herman, Victor Joris, Barbara Larsen, Deanna Littell, Luba, Eric Lund, Michael Mott, Sibley & Coffee, Viola Sylbert. By invitation.	HENRI BENDEL & FRIENDS	10 WEST 57TH STREET
Beginning Monday Sept. 8	OPENING OF RESORT COLLECTION Continuous showings. Contact: Lee Sherman, 736-1076.	AQUANALA	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Beginning Monday Sept. 8	RESORT AND EARLY SPRING COLLECTION Designed by Dorothy Arden. Continuous by appointment. Contact: 594-0220.	ARBE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday Sept. 8- Sept. 18	RESORT AND EARLY SPRING COLLECTION Showings at 10:00 and 2:00. Contact: Marcella Wolfe, BR. 9-8575.	MR. BLACKWELL	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday Sept. 8	RESORT AND SPRING COLLECTION Daytime, sportswear, at-home fashions designed and produced in Bangkok. Contact: HA. 1-1676.	DESIGN THAI	1 EAST 53RD STREET SHOWROOM - 10TH FLOOR
Beginning Monday Sept. 8	HOLIDAY AND RESORT DRESSES Continuous by appointment. Contact: 279-0710.	DYNASTY	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday Sept. 8- Sept. 20	HOLIDAY AND RESORT COLLECTION IN N.Y. Luis Estevez presents his Holiday and Resort collection. By appointment. Contact: Dick Steiner, 213-627-5427 (L.A.).	ESTEVEZ FOR NEAL (719 SO. L.A. ST.)	HOTEL GOTHAM 55TH ST. & FIFTH AVE.

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Beginning Monday Sept. 8	RESORT AND EARLY SPRING COLLECTION Designed by Levino Verna. Continuous by appointment. Contact: BR.9-3650. Publicity: Christiana Lindsay at Firestone Associates, 924-4728.	LAURENCE GROSS	498 SEVENTH AVENUE PENTHOUSE
Monday Sept. 8- Sept. 18	RESORT AND EARLY SPRING COLLECTION By appointment. Contact: 335-6033; or Walter Oppenheimer, 213-MA.7-0806.	HELGA (722 SO. L.A. ST.)	HOTEL GOTHAM VICE PRESIDENTIAL SUITE
Beginning Monday Sept. 8	RESORT AND EARLY SPRING COLLECTION Designed by Jerry Marsch. Contact: Avery Joffe, WI. 7-2055.	MARDI GRAS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday Sept. 8	OPENING OF NEW COLLECTION Continuous showings. Contact: 524-3818.	MR. MORT BY STAN HERMAN	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday Sept. 8	HOLIDAY AND RESORT COLLECTION Designed by Terry Morton. Continuous showings. Contact: BR. 9-0952.	PARNES FEINSTEIN; PF KNITS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Sept. 8	CRUISE, RESORT, EARLY SPRING COLLECTION Informal showings, by appointment. Contact: Stuart Kreisler, LA.4-9350.	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 9 10:00 A.M.	RESORT AND EARLY SPRING COLLECTION Also, Sept. 11 and Sept. 16 at 10:00 A.M. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 9 11:45 A.M.	SEPTEMBER COLLECTION Anthony Muto's designs for the gala season and early Spring. By reservation. Contact: Jean Palitz, PE. 6-1351.	JOSEPH SPEAKER (JOBBERE)	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday Sept. 9 1:00 P.M.	RESORT AND EARLY SPRING COLLECTION By reservation. Thereafter continuous. Contact: Judy Harvey, LO. 4-0462.	SPORT SOPHISTICATES (DIV.JR.SOPHISTICATES)	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 9 2:00 P.M.	RESORT AND ADVANCE SPRING COLLECTION By reservation. Contact: CH. 4-3169.	MODERN COUTURE	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 9 2:30 P.M. Champagne	FASHION SHOW AT WESTBURY GARDENS Showing of Fall and Holiday fashions. By invitation. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	WESTBURY GARDENS LONG ISLAND
Tuesday Sept. 9 2:30 P.M.	OPENING OF RESORT COLLECTION By reservation. Thereafter by appointment. Contact: Kay Farmer, OX.5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Sept. 9 3:00 P.M.	SHOWING OF FALL IMPORT FASHIONS By invitation only. Contact: PL. 3-6821.	CHEZ NINON	487 PARK AVENUE SALON

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Tuesday Sept. 9 4:00 P.M.	RESORT AND EARLY SPRING COLLECTION Designed by Elinor Simmons. Also, Wed., Sept. 16 at 4:00. By reservation. Contact: Roslyn Shoenthal, 594-0030.	MALCOLM STARR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Sept. 9 5:00 P.M. Cocktails	HOLIDAY AND RESORT COLLECTION By invitation. Thereafter at showroom, 498 Seventh Avenue. Contact: OX. 5-2900. Publicity: Eleanor Lambert, MU. 8-2130.	S.T.J. BY MARSHALL KLUGMAN	500 CLUB 500 SEVENTH AVENUE
Cancelled Sept. 9	BLOOMINGDALE'S PRESS PREVIEW OF ROBE BOUTIQUE BY BILL TICE OF ROYAL ROBES, ORIGINALLY SCHEDULED FOR SEPT. 9 AT 6:15, HAS BEEN CANCELLED.		
Beginning Tuesday Sept. 9	OPENING OF RESORT COLLECTION Designed by Eleanor Brenner. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Sept. 9	OPENING OF RESORT COLLECTION Designed by Alan Phillips. By appointment. Contact: Bud Klauber, 594-0870.	JEREMY ORIGINALS	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Sept. 9	OPENING OF RESORT COLLECTION Showings by appointment. Contact: Bob Miller, 594-6880.	MILBO, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Sept. 9	OPENING: RESORT AND SPRING COLLECTION Continuous showings. Contact: CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Sept. 10 10:00 A.M.	RESORT AND HOLIDAY COLLECTION By reservation. Thereafter continuous. Contact: Larry Farragut, PE.6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Sept. 10 10:30 A.M.	OPENING OF RESORT COLLECTION Also, Sept. 16 at 10:30. By reservation. Contact: Don Friese, LO.4-2155.	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday Sept. 10 11:00 A.M.	RESORT AND EARLY SPRING COLLECTION Designed by Beverly Moyer and William de Natale. Contact: LA. 4-4510.	GINO CHARLES	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Sept. 10 12:00 Noon	OPENING OF RESORT COLLECTION Designed by Don Breitinger. Also Sept. 16 at 12:00. Contact: LA.4-0462.	HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Sept. 10 1:00 P.M.	RESORT AND EARLY SPRING COLLECTION Also Sept. 11 and 17 at 1:00. By appointment. Contact: PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Sept. 10 2:30 P.M.	OPENING OF RESORT COLLECTION Designed by Ole Borden. By reservation. Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 10 4:00 P.M.	OPENING OF RESORT COLLECTION Designed by Rizkallah. By reservation. Contact: Roslyn Shoenthal, 594-0030	MALCOLM STARR INTERNATIONAL	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 10 6:15 P.M.	PRESS PREVIEW: MIC MAC FASHIONS Personal appearance of Gunther Sachs to launch Fall Mic Mac collection. By invitation. Publicity: Arlene Friedlander, PL. 2-1212, Ext. 7202.	BLOOMINGDALE'S	3RD FLOOR
Beginning Wednesday Sept. 10	RESORT AND EARLY SPRING COLLECTION Continuous showings of dresses and sportswear. By appointment. Contact: Ann Lawrence or Judy Carlson, 244-4700.	GINORI	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Wednesday Sept. 10	RESORT AND EARLY SPRING COLLECTION Continuous showings. Contact: Joe Melton, LO. 5-6900.	JONNY HERBERT, INC.; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Wednesday Sept. 10	PREMIERE SHOWING OF NEW COLLECTION Continuous showings of Resort and early Spring collection, designed by Rodrigues. Contact: Peter Clements, LO. 3-0992.	RODRIGUES FOR PETER CLEMENTS	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Wednesday Sept. 10	HOLIDAY AND RESORT COLLECTION Designed by Patrick Porter. Continuous showings. Publicity: Barbara Kling, LT. 1-8024.	RONA	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR Contact: LO. 5-1025.
Beginning Wednesday Sept. 10	OPENING OF RESORT COLLECTION Continuous showings. Contact: LA. 4-2880.	THE SIDNEYS	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Wednesday Sept. 10	RESORT AND EARLY SPRING COLLECTION Designed by Shannon Rodgers. Continuous by appointment. Contact: Jeanne Dionne, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Sept. 11 10:00 A.M.	SHOWING OF RESORT COLLECTION Also Sept. 16 at 10:00 A.M. By reservation. Contact: Joan Pavlis, CH. 4-2616.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Sept. 11 11:00 A.M.	HOLIDAY AND RESORT COLLECTION By invitation. Continuous thereafter. Contact: WI. 7-9470.	CEIL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday Sept. 11 12:00 Noon	RESORT AND EARLY SPRING COLLECTION Designed by Morton Myles. Contact: Gino de Georgio, 594-3000.	MALCOLM CHARLES	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday Sept. 11 1:00 P.M.	RESORT AND EARLY SPRING COLLECTION By reservation. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Sept. 11 2:00 P.M.	RESORT COLLECTION BY TOM BRIGANCE Press showing by invitation. Thereafter by appointment. Contact: 947-1717.	FORNAROTTO	48 WEST 37TH STREET SHOWROOM - 14TH FLOOR
Cancelled Sept. 11	DONALD BROOKS' SHOWINGS OF RESORT COLLECTION, ORIGINALLY SCHEDULED FOR THURSDAY, SEPT. 11 AT 2:00 and 4:00 P.M., HAVE BEEN CANCELLED.		

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Thursday Sept. 11 2:30 P.M.	SPRING PART I: BY MARIE MCCARTHY Also Sept. 16 at 2:30.	ALDRICH By reservation.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Contact: CH. 4-1872.
Thursday Sept. 11 2:30 P.M.	HOLIDAY AND RESORT COLLECTION Designed by Wadih Pharaon.	MOE NATHAN, INC. By reservation.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR Contact: 594-2717.
Thursday Sept. 11 4:00 P.M.	RESORT COLLECTION BY BOB BUGNAND By reservation.	SAM FRIEDLANDER, INC. Contact: PE. 6-2663.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Thursday Sept. 11	COLLECTION NUMBER 3 Showings by appointment.	ANNE KLEIN AND COMPANY Call: Al Graham, 279-9915.	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Sept. 13	ROSH HASHONAH--First day of Jewish New Year (Friday, Sept. 12 at sundown)		
Monday Sept. 15 11:30 A.M.	OPENING OF RESORT COLLECTION Designed by Dorothy Farbo.	MIGNON By reservation.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR Contact: Virginia Yost, BR. 9-5991
Beginning Monday Sept. 15	OPENING OF RESORT COLLECTION Continuous showings, by appointment.	VERA MAXWELL Contact: LO. 3-4358.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Monday Sept. 15	OPENING OF RESORT COLLECTION George Nardiello's collection for Rona in new showroom.	NARDIELLO FOR RONA Continuous showings.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR Contact: Bill Levin, 565-1025.
Monday Sept. 15- Sept. 21	TWENTY-FOURTH ANNUAL NAT'L SWEATER WEEK Over 15,000 stores throughout the country will tie in with National Sweater Week.	NATIONAL KNITTED OUTERWEAR ASSOCIATION Contact: Edward A. Brandwein, 51 Madison Ave., MU.3-7520.	THROUGHOUT THE UNITED STATES
Tuesday Sept. 16 9:00 A.M. Breakfast	PRESS PREVIEW: FALL MENSWEAR Men's international couture for Spring from the Tomorrow Shop, Valentino, and Mr. Fish. <u>Show at 9:45.</u> By invitation. (Public Shows: Wed., Sept. 24 at 6:00 and 8:00 P.M., 3rd floor.)	ALEXANDER'S Public Relations: Walter Hauser, PL. 3-1542.	ST. REGIS-SHERATON LIBRARY
Tuesday Sept. 16 11:30 A.M.	FALL FASHIONS BY CHRISTIAN DIOR-N.Y. Customer showing of Christian Dior-N.Y. fashions.	BERGDORF GOODMAN By invitation.	4TH FLOOR Publicity: Madeline de Vries, PL. 3-7300.
Tuesday Sept. 16 12:00 Noon Luncheon	PRESS SHOWING OF FUR COLLECTION Showing of Ben Kahn's Fall-Winter fur collection.	BEN KAHN (150 WEST 30TH STREET) By invitation.	HOTEL PLAZA CRYSTAL ROOM Contact: BR. 9-0633; or Arnold Jurdem, 421-1461.
Tuesday Sept. 16 1:00 P.M.	RESORT AND EARLY SPRING COLLECTION Also Sept. 18 at 1:00.	HANNAH TROY BY MURRAY NIEMAN Contact: Lee Lerner, LO. 3-0988.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 16 3:00 P.M.	FALL AND WINTER COLLECTION Private showing for press and customers. By invitation. Publicity: Happie Reilly, Ruder & Finn, PL. 9-1800.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday Sept. 16 4:30 P.M. Champagne	PREVIEW OF ITALIAN FALL COUTURE Showing of Ognibene-Zendman Alta Moda collection. By invitation. Contact: Via Toscana, 1, Rome; or Moda Romana, PL. 5-2340 (N.Y.).	OGNIBENE-ZENDMAN (ROME, ITALY)	ST. REGIS SHERATON LIBRARY - 2ND FLOOR
Beginning Tuesday Sept. 16	RESORT COLLECTION BY BILL HAIRE Continuous showings. Contact: WI. 7-6845.	VICTORIA ROYAL, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday Sept. 16	OPENING OF RESORT COLLECTION Informal showings, by appointment. Contact: CH. 4-3877.	CHESTER WEINBERG	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Sept. 17 9:45 A.M.	PRESS PREVIEW OF FALL-WINTER IMPORTS Preview of Paris and Italian haute couture originals and Ohrbach's line- for-line original fabric copies. (For release, Fri., Sept. 19.) Fashion coordinator: Bobbi Queen. Publicity: Mark Klauser. Also showing: Tuesday, Sept. 23, 1:00 P.M. (for immediate release), by invitation; second show, 6:00 P.M., open to public. (Westbury, Thurs., Sept. 25, 1:00 P.M., 2nd fl.) <u>Invitations will be issued.</u> Contact: Miss Gavin, OX. 5-4000, Ext. 208.	OHRBACH'S	18 WEST 35TH STREET 5TH FLOOR
Wednesday Sept. 17 11:00 A.M.	RESORT DRESSES AND SPORTSWEAR By invitation. Thereafter continuous. Contact: Betsy Jordan, CH. 4-6350.	TANNER/TANNERWAY BY MELBA HOBSON	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday Sept. 17 11:30 A.M.	OPENING OF RESORT COLLECTION Designed by Pam Lawrence. By reservation. Contact: Joy Roman, BR. 9-5991.	MISS MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Sept. 17 12:30 P.M. Luncheon	VALENTINO FASHIONS AT LUNCHEON SHOW Private luncheon showing of Fall and Winter fashions by Valentino. Invitations have been issued.	LORD & TAYLOR	HOTEL PLAZA BALLROOM
Thursday Sept. 18 9:00 A.M. & 12:00 Noon	THE IMPORT SHOW-- BREAKFAST & LUNCHEON Showing of imports at breakfast and luncheon presentations. Prices and more details in next issue. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
Thursday Sept. 18 2:00 P.M. Cocktails	PREVIEW OF RESORT COLLECTION "I Love Trevira"--early Spring and Resort collection in Trevira polyester. Showing at 2:30. By invitation. Thereafter in showroom. Contact: Miss Tanya, 524-9846.	ELGE BOVE (530 SEVENTH AVENUE)	ST. REGIS-SHERATON ROOF
Sept. 22	YOM KIPPUR (Jewish Day of Atonement)--Monday		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 23 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION The press will be invited to preview furs designed by Jacques Kaplan, Mrs. George Plimpton, Mr. Wyatt Cooper, and Emmanuele Khan. (<u>Note change of date.</u>) By invitation. Contact: CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Tuesday Sept. 23 2:00 P.M.	OPENING OF EARLY SPRING COLLECTION Showing of coats, suits, costumes. Also, Sept. 30 and Oct. 7 at 2:00. By appointment. Contact: Miss Lorna or Miss Delphine, OX. 5-5100.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Sept. 23	2:30 P.M. - FREDRICA FURS CAPSULE PRESS SHOWING (See Below).		
Beginning Tuesday Sept. 23	OPENING OF RESORT COLLECTION Continuous showings. Contact: Helen Feinstein, LO. 3-6143.	RIKKI FOR SPORT TRIO	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Sept. 23- Oct. 2	IRISH READY-TO- WEAR SHOWINGS Spring fashions by: Basil Collins, Donegal Design, Emor Gailwear, John Hagarty-J.P. Fashions, Sheila Mullally, David Kenna, Pallas Mfg. Co., Perry of Dublin; until Oct. 19--Pat Crowley, Jimmy Hourihan, Henry White. Also showing: <u>Sept. 15-18</u> , Westbury Hotel, Toronto; <u>Oct. 12-17</u> , Sheraton-West, Los Angeles, Contact: Brigid Greene, 265-5230. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	IRISH EXPORT BOARD (590 FIFTH AVENUE)	WARWICK HOTEL 6TH AVE. & 54TH STREET
Wednesday Sept. 24 11:00 A.M. And 3:00 P.M.	INTERNATIONAL FALL FASHION SHOWS For benefit of Children's Cancer Fund of America. By invitation. Tickets: \$10.00 per person. Publicity: Walter Hauser, PL. 3-1542. Public Relations: Serge Obolensky Associates, 1010 Third Avenue, 421-8266.	ALEXANDER'S	LEXINGTON & 58TH ST. 3RD FLOOR
Wednesday Sept. 24; Sept. 25 2:30 P.M.	SHOWING OF NEW FUR COLLECTION "Show and Tell"--fur collection, designed by Arthur Schwartz. (Press show, Tues., Sept. 23 at 2:30). By invitation. Contact: CH. 4-8685. Publ.: Pauline Greene at Charles J. Charney, 867-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Sept. 24 3:30 P.M.	PREVIEW OF FUR COLLECTION Fall and Winter furs. By invitation. Contact: Joseph J. Davis, CI. 5-0322.	REISS & FABRIZIO (6 WEST 57TH STREET)	ST. REGIS-SHERATON ROOF
Wednesday Sept. 24 4:00 P.M. Cocktails	RESORT DRESSES AND SPORTSWEAR By invitation. Thereafter by appointment in showrom (20th floor). Contact: OX. 5-4270. Publicity: Pennoyer Associates, MU. 2-6480.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB (500 SEVENTH AVENUE)
Monday Sept. 29 9:30 A.M. Coffee	PRESS PREVIEW: FALL-WINTER FURS Preview of fur fashions. <u>Show promptly at 10:00 A.M.</u> By invitation. Publicity: Vera Bacal, CI. 7-1388.	MAXIMILIAN FURS	20 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Tuesday Sept. 30 3:00 P.M.	PRESS PREVIEW: MADE-TO-ORDER FURS Press preview of custom-order furs, designed by Emeric Partos. By invitation. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON

1970

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